

# Phone Company Expansion Approved By Planners

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### Protests Mount On Longren Bid

The Torrance Planning Commission Wednesday night apparently settled the long-standing controversy over a phone building, but found itself saddled with a new dispute over a zone change for the Longren Aircraft Co.

Commissioner Bert Lynn said that representatives of Planners, nearby residents, and the General Telephone Co. have reached agreement on architecture of the proposed addition to phone facilities at 650 Palos Verdes Blvd.

After a long and bitter controversy, which saw plans for the building turned down twice by the City Council after protests from homeowners, the matter apparently was settled. The Planners unanimously recommended the committee's findings and the City Council will act again on the matter tomorrow night.

**Zone Change Asked**  
The new controversy, however involved the petition of the Longren Aircraft Co. for a change from R-2 to M-1 zoning on its property at 2576 W. Carson St. Its facilities are now located on the land under a variance.

Petitions containing 74 signatures, representing 93 per cent of homeowners between Elm and Date Aves. and Carson and Monterey Sts., were presented to the Commission, protesting the granting of the variance.

Spokesmen for the homeowners said that the location of the plant added greatly to parking and safety problems in the area and created unnecessary noise. Some charged that the company had failed to live up to the terms of its variance.

Appearing were Betty Goddard, R. W. McNeill, William Emmerger, John Miller, Dave Figueredo, George Schmid, and Leroy Pulliam.

**Firm Here Since 1938**  
Hampton Wentworth, president of Longren, declared that his firm had operated at the location since 1938, while most of the residents moved into new homes there about three years ago.

Longren's new plant at the Torrance Municipal Airport will house most of the assembly work and relieve the situation on Carson St., he said.

This was only the first hearing on the matter. It will be considered again for final action at the planning meeting of Dec. 20.

In other action, the request of Sigurd E. Murphy for a variance and conditional permit to build a 40-lane bowling alley, cocktail lounge, billiard room, and restaurant at the northwest corner of 220th and Western Aves. were held over.

**More Time Asked**  
Planners asked for more time to study new plans of the building. The building will contain 40 bowling lanes and space for six billiard tables. Parking spaces for 178 cars also are shown on the plans.

The way was paved for Howard S. Miller to build a 48-unit apartment house at 17575 Yukon Ave., as Planners recommended his proposal, subject to building specifications.

The request of the Grand Construction Co. for rezoning of 14 lots on the west side of Crenshaw Blvd., between 176th and 181st Sts., from R-2 to M-1 was held over until work on a Land Use Ordinance is completed.

**Policy Requested**  
Commissioner E. S. Schooner urged the Planners to meet with the Edison Co. and the phone company to set up a policy on placing public utility poles in front of new homes.

The application of Torrance Fire Extinguishers for a business license at 23715 Allene St. was held over for further study.

Builder John Kettler's request for settlement of a boundary problem in the Kettler Knolls area was recommended. The situation will involve having the boundaries of Torrance and Los Angeles follow the lot lines in the area. Previously several lots were divided between the two cities.

**CUSTOMER GETS 'SHORT' CHANGE**  
Police are seeking a large, heavy-set man after a local liquor store owner reported Friday that he had been victimized by a short change artist.

Jack Brown, who operates a liquor store at 3774 Pacific Coast Highway, told police that the man came into his store early Thursday and went away \$5 richer. The same man was seen looking into the window of the store Friday morning, Brown said.



NEW UNIFORM... Policewoman Regina Ryan, of Torrance Police, models new uniform, which recently was authorized by department officials. Outfit includes navy blue skirt and belt, with matching shoes, white french cuffed blouse, navy blue tie, and badge.

### May Co. Signed For New Center

The May Co., the nation's foremost department stores, today announced plans to erect a 340,000 square foot department store in the new South Bay Shopping Center, located at 174th St. and Hawthorne Blvd.

Tom May, executive vice president of the May Department Stores Co., in making the announcement, stated, "We have selected the new South Bay Shopping Center as the site for our new store, because we are convinced that this will soon be the hub of retail activity in the entire South Bay shopping area, serving over 600,000 people. This is the largest population area in the nation not now served by any planned shopping center."

Sidney F. Brody, president of the Brody Investment Co., Beverly Hills, owners and developers of the ultra-modern shopping center, said, "We are delighted that a lease has been executed with the May Co. The inclusion of America's leading department store in South Bay Shopping Center provides the perfect nucleus around which to build the most modern and efficient shopping center in the country."

Other staff members are Alan Andrews, assistant editor; Joan Reed, art editor; Bill Wilson, sports editor; Pat Williams, secretary and student government section; Sharon H. H. and Barbara Koplin, undeveloped men section; Carolyn Rubinski and Mary Ann Carr, music section; DeAnn Groves, activities section advertising manager, and business manager; Gayle Carothers, file clerk and typist; Martha Babb, graduates section, and Joyce Haydon, administrative section.

**Leading Firms Signed**  
Many of the country's leading firms have already leased space in South Bay Shopping Center. Among the tenants, are included J. J. Newberry Co. with 40,000 square feet; Ralph's Grocery Co., 40,000 square feet; Thrifty Drug Stores Co., 20,000 square feet; Bank of America, Gallenkamp Shoe Co., Union Oil Co., and South Bay Bowling Corp.

Walter N. Marks, who negotiated the lease with the May Co. in his capacity as exclusive leasing agent for South Bay Shopping Center, stated, "Negotiations are now under way which, when culminated, will result in the addition of several more of the nation's leading retail and service type shops to South Bay Shopping Center."

**Latest Design Planned**  
The project, when completed, will reflect a design principle

(Continued on Page 3)

### Fresh Driver Slaps Woman

Drivers are getting fresh nowadays, but a man who almost ran down Mrs. Dolores Keith, of 124 Via La Ciruela, Friday afternoon added insult to near injury.

Mrs. Keith called police shortly after noon and said she was walking across Palos Verdes Blvd., when a light grey auto almost hit her. The driver wasn't satisfied with the near miss, however, she said. "How are ya' doing, baby?", then slapped her and sped away.

She told authorities the man drove away toward Pacific Coast Highway. Police are investigating the complaint.

### MADRONA STUDENT IS SLOGAN WINNER

#### Nine Entrants Get Cash Prizes

A seventh grader at Madrona Elementary School has been selected to receive the top award of a \$25 Savings Bond for his clean-up slogan contest entry, it was announced today by HERALD Publisher King Williams.

Norman Ray Reese, of 3711 Garnet St., the first student to submit a slogan to the contest officials weathered the heavy competition which developed during the project to win the \$25 bond. His slogan: **PLACE THE LITTER DON'T LITTER THE PLACE**

Judges agreed that this told the whole story in a terse, message-packed phrase.

Second prize of \$10 cash, put up by Paul Loranger, president of the Torrance Chamber of Commerce and co-owner of Paul's Chevrolet, will go to Danny Kirks, of 1661 W. 221st St. Danny's slogan was even shorter, but it tells the story: **TRASH? CAN IT!**

Third prize goes to Howard A. Phillips, 2925 W. 174th St., who used a large "T" to set off his phrase: **TORRANCE'S IDY RASH ERMINALS**

Phillips, a third grader at North Torrance Elementary School, will receive a \$5 cash award from Loranger for his entry.

Winner of the fourth-place \$3 award is Harold's older brother, Cappy Phillips, a seventh grader at North Torrance Elementary School, who had to have his mother help him write out his slogan as "my right hand is in a cast." Cappy's slogan suggestion: **PUT IT HERE, PAL**

Fifth place went to Freddie Roeder, a fourth grader at North Torrance Elementary School. Freddie thinks we should tell everybody to: **TAKE IT OR LEAVE IT**

An arrow will show you where to leave it—in the trash bin.

Receiving \$1 apiece from Loranger for their entries were five other students out of the nearly 200 entered the contest. All of the winning slogans are placed on the receptacles, according to Street Superintendent Ralph Perkins, one of the judges of the contest.

Bill Davis, 408 Calle Mayor, as easily as the man on the street.

7-Treat a traveler's check, certified check, or cashier's check the same as you would a personal check. They can be stolen, too.

8-Never leave your signature around or in a waste basket. Keep your check book out of reach. Do not leave signed checks around.

9-Do not let big company checks impress you. They are often stolen.

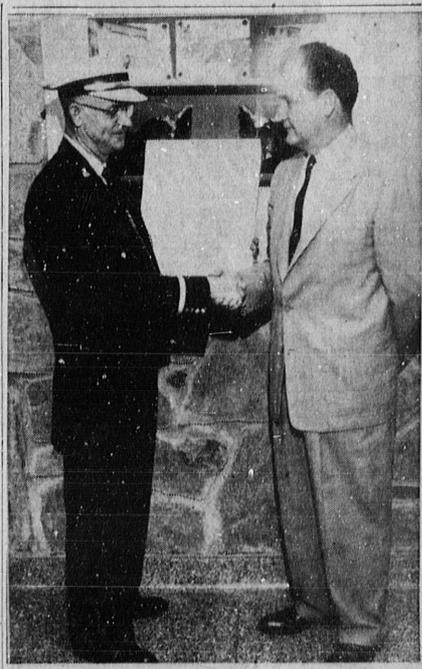
10-Steer clear of second endorsements or checks with too many endorsements. Second endorsed or joint account checks are difficult to prosecute.

11-Watch out for the check made out to one who lives too far from your store. Establish the accuracy of the endorser's address.

12-Have customers establish themselves with you, just as opening a charge account, before cashing their checks. Advise them to tell you before hand if they intend to bring in a large check.

Bennett presented this just precautionary measure; know your endorser, and if you don't know him positively, don't cash the check.

Concerning theft of packages, he also urged shoppers to keep their gifts locked in cars while downtown and to be generally on guard against thieves.



PRESENTS SCROLL... Fire Chief J. J. Bener, left, presents scroll of appreciation to Marion Varner, architect who authored plans for new fire station. Varner's certificate contained signatures of city officials and other dignitaries. Station was opened here recently at Carson St. and Crenshaw Blvd.

### Man Sought For Burglary

Sheriff's deputies Saturday were seeking a 42-year-old salesman who allegedly took \$52 from a desk in the office of Arthur's Lumber Co., 20901 Hawthorne Ave., Thursday.

Arthur K. Stanley, owner, said he had left the office to wait on a customer. When he returned, he found the man going through his desk. He asked the man what he was doing and he walked out, saying, "See you later."

Stanley chased the man, who escaped. Stanley discovered that \$52 was missing from the office.

**Home From Sunday School**  
He told detectives that at 9:30 a.m. Sunday he pulled up alongside the girl at 120th St. and Hawthorne Blvd., and told her he wanted her to babysit for him. The girl was on her way home from Sunday School.

She complied with his request, but insisted they drive by her house so she could notify her parents. Brown drove the girl by her house, then kept on going. The victim then became frightened and asked to be released, but Brown told her to stay with him to avoid getting hurt.

They drove to an old shack on the dirt road extension of Earl St., about a half mile south of Torrance Blvd. The

**Hubcaps Taken**  
Someone stole two hubcaps, worth \$7.50, from his car as it was parked at Lomita and Narbonne, Frank R. Quejado, of 2101 W. 237th St., told sheriff's deputies Thursday.

There he made a full confession and was booked at 6:50 p.m. He is the father of a 15-year-old son by a previous marriage.

### 145 Lots, Four Tracts Get OK From Planners

Four tracts containing 145 lots were given a green light by the Torrance Planning Commission Wednesday, despite the fact that the rock and gravel strike threatens to halt new construction in the immediate future.

Biggest of the tracts was presented by the Sepulveda Investment Corp. northwest of 226th and Madison St. Tract 20292, containing 61 lots, was OK'd with stipulations including requirements for a six-foot fence on the west side of the tract, fencing of oil wells, and a drainage well on 224th St. to handle excess water.

**Tract OK'd**  
Tract 22214, containing 53 lots, presented by George Steinkamp, was recommended tentatively. Located between 182nd and 186th Sts. and Gramercy and St. Andrew's Pls., it was recommended if 10 feet are allotted for widening of 182nd St., turnaround driveways on 182nd Sts., and 40 feet is allotted for 186th St., with an additional 10 feet.

The Ambassador Construction Co. proposal for 19 lots on the Weston Ranch property east of Crest Rd., was approved requirements for planning of with stipulations including 42 streets and 42 feet of paving on required 44-foot streets.

**Flood Report Asked**  
Tract 20027, presented by the Liberty Investment Co., with 12 lots, was recommended, subject to the flood control report. It is located northeast of 171st and Ainsworth Ave.

Sent to committee were the following tracts:

No. 22394, southwest of 182nd and Arlington Ave., containing 20 lots, presented by the Property Management Corp.

No. 22413, containing 49 lots, shaw and Casimir, presented by the Anderson-Janssen Co.

### Seven Boys Crash Party

Seven juveniles were apprehended by police Friday night after they gave teen-aged party attendees a bad time at 3402 W. 226th St.

Brought to the station on a drunk and disturbing the peace charges were four Torrance boys and three juveniles from Wilmington.

Police say they first received a call from the address at 10:30 p.m. A patrol car answered the call and said the boys were gone. The complainant told officers the intruders threatened a number of party attendees.

Less than an hour later the police were again summoned to the 226th Street address. This time they took the juveniles in to custody.

### News Index

The third in a series of articles by John Morris, describing his impressions of international affairs got and during his round-the-world trip, is printed on page 9 of today's HERALD.

A report on Torrance's mounting Community Chest totals, now near the city's goal, can be found on page 9. Other features are as follows:  
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